

GPO CREATIVE SERVICES

partial client list

Architect of the Capitol
 Botanic Garden
 Commodity Futures Trading Commission
 Commission on Fine Arts
 Congressional Budget Office
 Department of the Air Force
 Department of the Army
 Department of Commerce
 Department of Education
 Department of Homeland Security
 Department of the Interior
 Department of Justice
 Department of the Navy
 Department of State
 Environmental Protection Agency
 Equal Employment Opportunity Commission
 Executive Office of the President
 Export-Import Bank of the United States
 Federal Emergency Management Agency
 Federal Energy Regulatory Commission
 Government of the District of Columbia
 Health and Human Services
 Inter-American Foundation
 Interstate Commerce Commission
 Library of Congress
 National Archives & Records Administration
 National Defense University
 National Mediation Board
 Occupational Safety & Health Review Commission
 Office of Independent Counsel
 Office of Personnel Management
 Patent and Trademark Office
 Small Business Administration
 Social Security Administration
 Supreme Court
 U.S. Commission on Civil Rights
 U.S. Commission on International Religious Freedom
 U.S. Department of Agriculture
 U.S. Department of the Interior
 U.S. Department of Labor
 U.S. Holocaust Memorial Museum
 U.S. House of Representatives
 U.S. Marine Corps
 U.S. Senate
 Veterans Affairs

GPO Creative Services (CS) provides graphic design services for Congress, the White House, and all Federal agencies. Our experienced staff of print, Web and multimedia designers, photographers, illustrators and printing specialists will **listen, consult, guide** and **customize your message**. The CS studio works with the latest technology, and projects are created for your audience, budget, and schedule guidelines. Review our portfolio at www.gpo.gov/creativeservices/portfolio.htm, then contact us at **202.512.2012** or **creativeservices@gpo.gov**.



Commodity Futures Trading Commission

Images evocative of global networking are combined with graduated screens in Photoshop and emphasize the theme of integrity and security in the futures and option markets.

Images of sponsored countries are set in flowing shapes and curved text adds interest to features — all add to the feeling of tropical wind and water. The headline font reflects the fluid theme and guides the reader through the report.



Export-Import Bank of the United States

Photoshop collages showcasing member success stories create an original annual report. Quotes, mission statements, and informal portrait photos personalize each company. A die-cut on the cover creates a window into the report and the use of gloss and dull varnishes add to the dimensional quality.



Department of Commerce *Export America*

A collage of photographs, industrial textures, and symbols are used throughout this special report on manufacturing. Metallic inks are used for an enhanced industrial effect.



Department of Commerce *Export America*

Through color, texture, and contrasting cultural images,
this special issue emphasizes a specific region and shows
how innovation has evolved from history and tradition.



National Defense University *Joint Force Quarterly*

A serious and legible style was required for this magazine of technical, historical, and contemporary information. A consistent hierarchy of titles, captions and sidebars helps guide the reader through the issue, while photography and graphics add visual impact.



United States Army Comptroller Propensity Office

Developed as an educational tool for resource managers, this publication needed to be direct and easy to read. By combining screens of two PMS inks and creating duotone images, the magazine appears to have multiple colors.



The Inter-American Foundation

The colors and textures of Latin America are reflected in the design of this publication. Photographs shot by IAF staff and participants play an important role in telling the stories of Foundation projects.

For this informational series on community benefits and rights, single images emphasize the subject of each brochure. The bright color palette and flowing shapes add a friendly tone without distracting from the serious content.

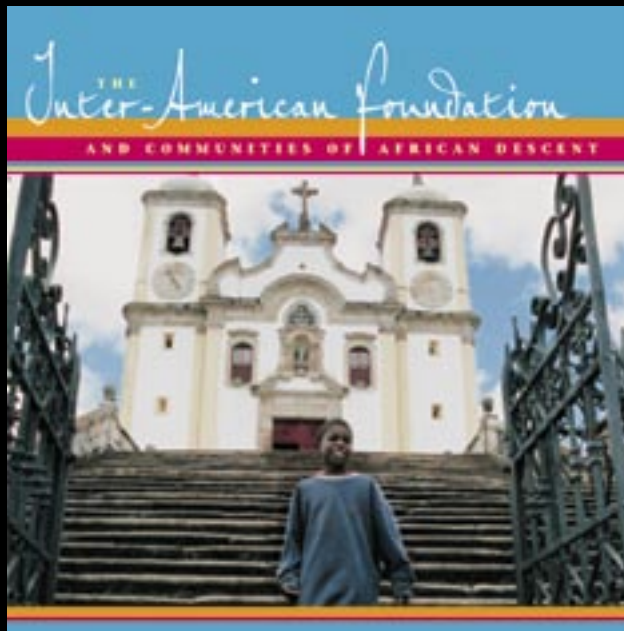


U.S. Government Printing Office

Standardized formats for GPO internal and informational publications were created for readability, ease of reproduction, and to establish consistency.

202.512.2012 • creativeservices@gpo.gov

www.gpo.gov/creativeservices/portfolio.htm



The Inter-American Foundation

Bright colors, bold shapes, and friendly images reflect Latin America and the Caribbean in this brochure. An informal headline font captures the light and friendly nature of the sponsored regions.

Institute for Federal Printing and Electronic Publishing

Providing GPO's Customers with Government-specific Training and Services in Washington, DC and Nationwide

ig • Adobe Acrobat • PDF for Press • InDesign • Photoshop • Dreamweaver MX • XML • Color Management & Inspection

GPO
U.S. GOVERNMENT PRINTING OFFICE • KEEPING AMERICA INFORMED
712 North Capitol Street NE • Washington, DC 20540-0001 • www.gpo.gov

GPO Publication #51-11 August 2005

HANDS-ON COMPUTER COURSE

CorelDraw Workshop (Level 1)

WHAT YOU WILL LEARN
CorelDraw's myriad of tools let users create all kinds of graphics for both print publications, digital media, and web sites. The professional-level drawing program on the Windows platform, and a complementary version is available for the Macintosh platform.

Through hands-on design projects using CorelDraw's basic typography and drawing tools, you'll learn how to create government seals, adjust and manipulate objects, trace scanned images, and create special typographic effects. You'll also learn how to select appropriate colors for printed publications and web sites.

WHO SHOULD ATTEND
People who design forms, newsletters, reports, posters, books, and other printed publications, and people who design graphics for web sites, presentations, multimedia films, and other electronic media. The class assumes PC computer competency. Familiarity with the Windows operating system. It is limited to 12 people per session.

COST \$300

WHEN AND WHERE
October 12 and 13, 2004 — Washington, DC
May 10 and 11, 2005 — Washington, DC

For custom or on-site classes, call for a quote.

Strong points. A very good instructor.
2004 IFPEP Student

NEW

Design for Newsletters

WHAT YOU WILL LEARN
Newsletter design includes all the information you need to design a professional-looking newsletter.

Topics covered in the class include:

- Defining an information hierarchy and preparing a grid for organization of elements, establish page size and positioning of basic structure: number of columns, margins, gutter, newspaper, masthead, running heads, footers, mailing area.
- Setting the mood you want to convey: formal vs. informal, casual vs. serious, and choosing typefaces to convey that mood.
- Selecting a color scheme based on various factors, including an already established organizational or departmental color palette, based on subject matter, for example, green or brown for ecological issues.
- Understanding the use of color for printing: four-color process, PMS/CMYK colors, and color screens.
- Use of photography and graphics, including converting color images to black and white, using color screens on images, cropping images for maximum impact and success of line and line-art graphics and photography.
- Importing and formatting text using style sheets for a single layout and then placing images and sizing to fit text into space available.
- Analysing the stages of the design process and understanding the importance of using check sheets to keep organized and on schedule.
- Adding typefaces, text boxes or Font Objects, to review the newsletter before mailing to verify compliance with postal regulations.
- Determining which elements to save to prepare for next issues.

WHO SHOULD ATTEND
Government employees who are involved in developing newsletters on their own time and have little or no knowledge of the processes in creating them will benefit from this training.

COST \$285

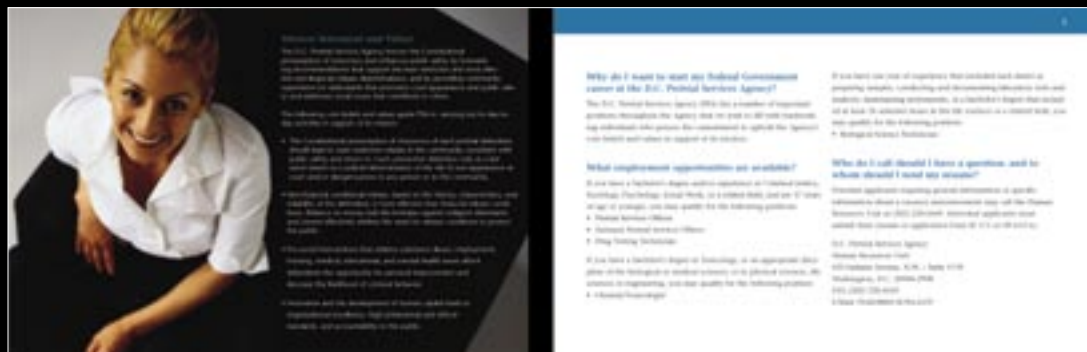
WHEN AND WHERE
October 21, 2004 — Washington, DC
December 16, 2004 — Atlanta, GA
August 16, 2005 — Washington, DC

2005 COURSE CALENDAR

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Adobe Acrobat - Intro \$200												
DC												
Atlanta, GA												
PDF for Press \$200												
DC												
Atlanta, GA												
Photoshop												
DC												
Atlanta, GA												
CorelDraw Workshop Level 1 \$300												
DC												
Atlanta, GA												
Design for Newsletters \$285												
DC												
Atlanta, GA												
Digital Photography - Intro \$150												
DC												
Atlanta, GA												
Dreamweaver MX Course 1 \$200												
DC												
Atlanta, GA												
Dreamweaver MX - Level 2 \$200												
DC												
Atlanta, GA												
Graphic Design and Authoring \$150												
DC												
Atlanta, GA												
Getting the Most from Design Publishing \$200												
DC												
Atlanta, GA												
GPO Procurement Process and Agency Contract Administration FREE (Dues to be submitted via www.gpo.gov/gpoedu)												
DC												
Atlanta, GA												
Graphic Design Workshop Level 1 \$150												
DC												
Atlanta, GA												
Graphic Design Workshop Level 2 \$150												
DC												
Atlanta, GA												
Graphic Processes & Technology - Intro \$200												
DC												
Atlanta, GA												
Print & Electronic Inspection \$200												
DC												
Atlanta, GA												

U.S. Government Printing Office

GPO's Course Catalog features photos of previous classes, spot art, and testimonials. Using a hierarchy of styles and specific color placement for the text, the reader is guided to the necessary information.



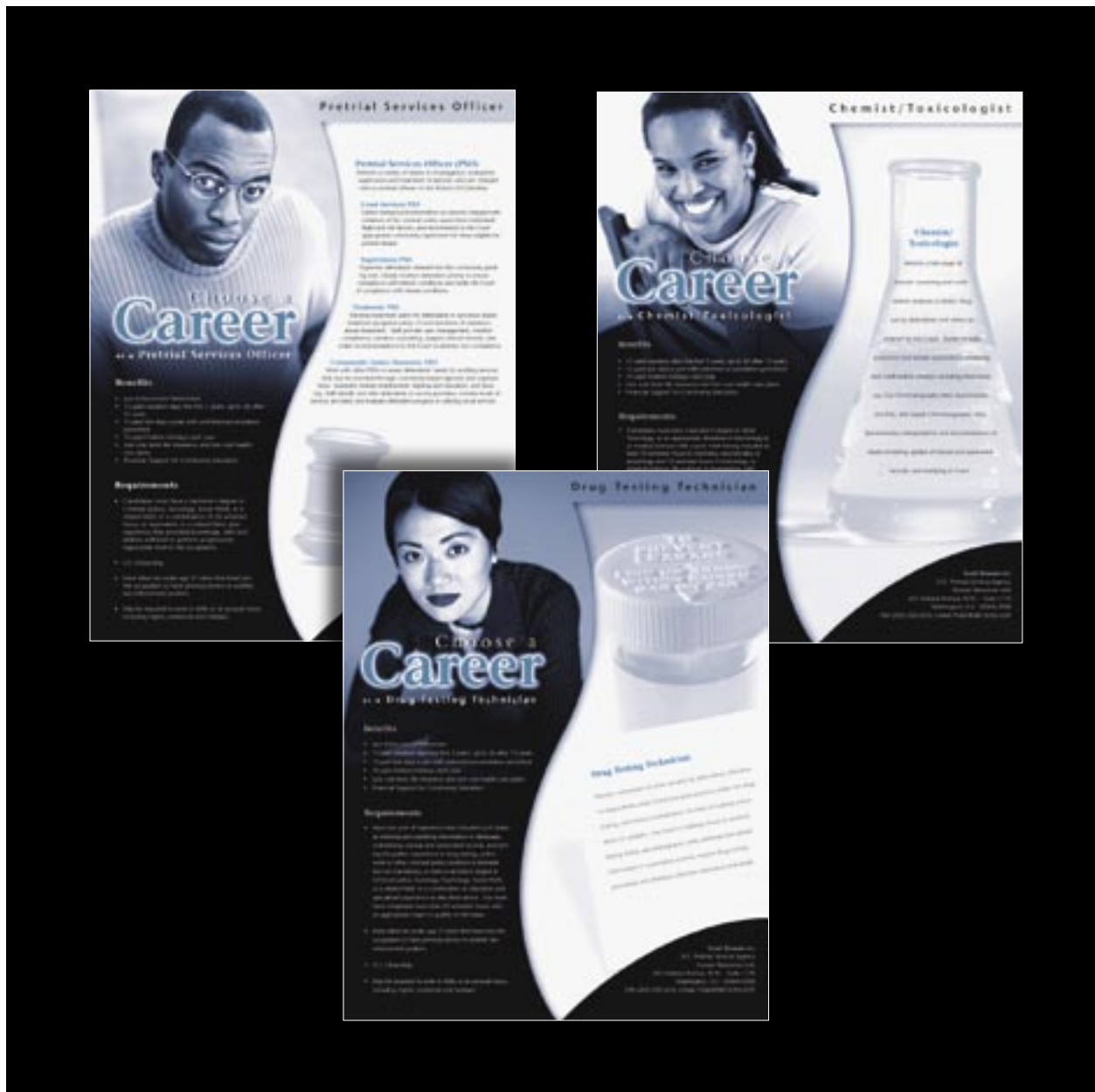
District of Columbia Government Pretrial Services Agency

This recruiting brochure is geared toward career-minded young adults. It emphasizes the mission of the agency and the opportunities available. The layout and colors are clean and direct which helps the reader focus on the content.



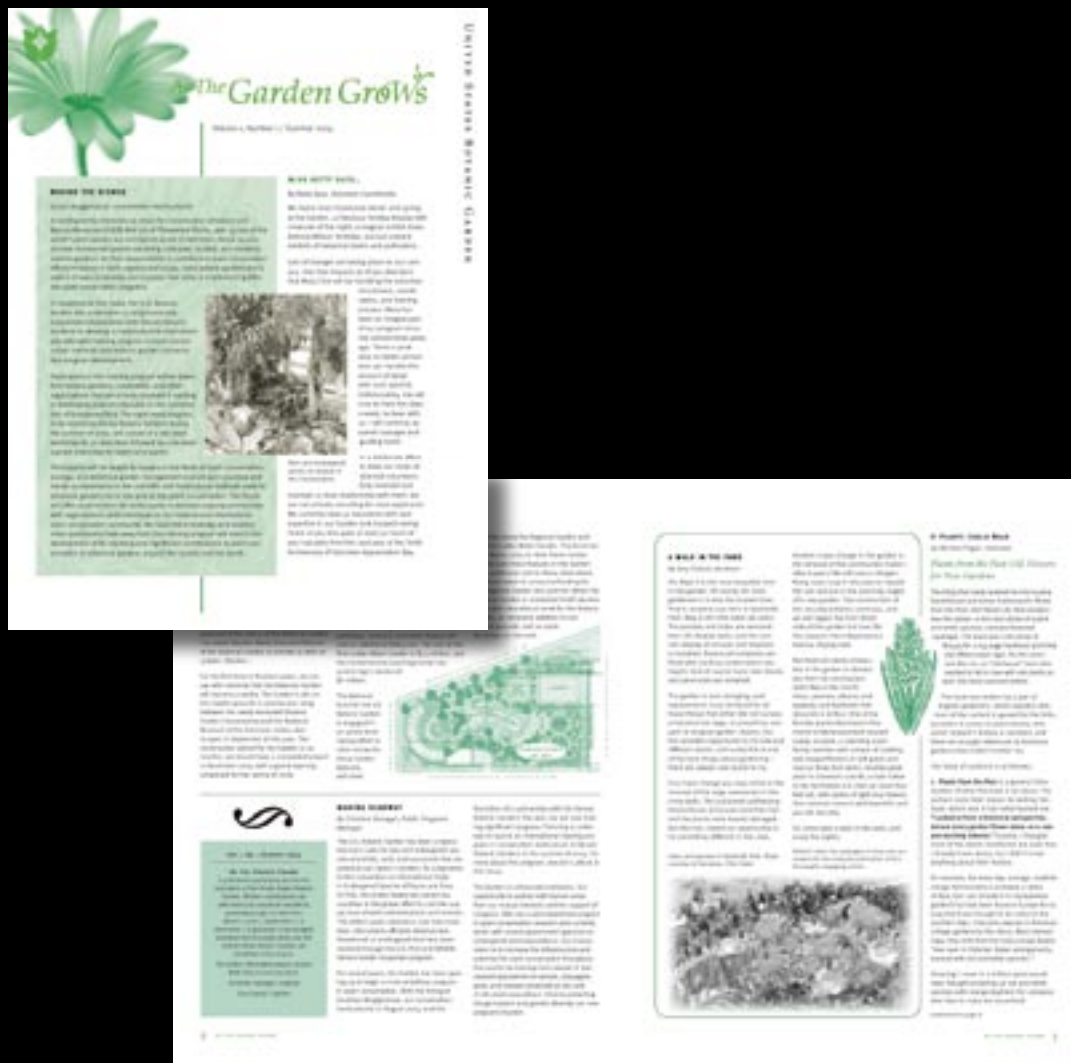
United States Army Comptroller Propensity Office

Circular shapes are combined with images of people to illustrate the “global” nature of the information and training within these programs. Color and imagery changes but the layout remains consistent throughout the campaign, creating a family of related documents.



District of Columbia Government Pretrial Services Agency

The career opportunities on the right side of this recruiting flyer follow the shape of the photo and background elements. The layout remains fresh and dramatic without affecting content readability.



United States Botanic Garden

While following an established style manual, this newsletter departs from a strict format by wrapping text around photos and art. Areas of color define articles and add appeal to the layout.



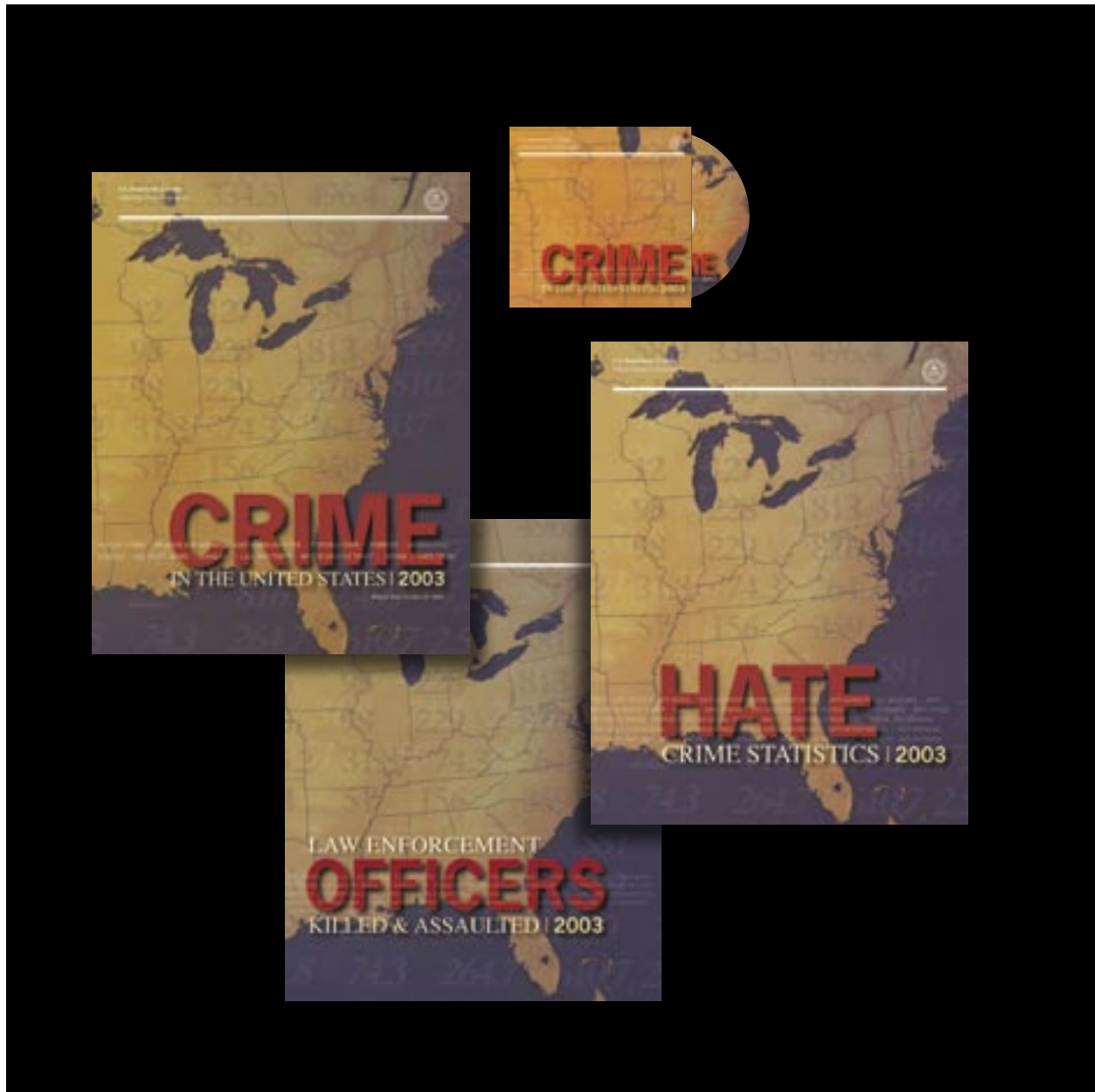
United States Army

Color and font usage play a large part in the design of this book. Full-page images support the historical time line, and the layout allows the reader to easily relate the text to the images.



U.S. Senate

Images of the collection are the critical element in this publication. Classic fonts support the historical nature of the content and sections are delineated through font sizes and color.



**U.S. Department of Justice
Federal Bureau of Investigation**

A bold-type treatment emphasizes the serious nature of the book content. The background art supports the type treatment and illustrates the detailed national coverage of the book data.



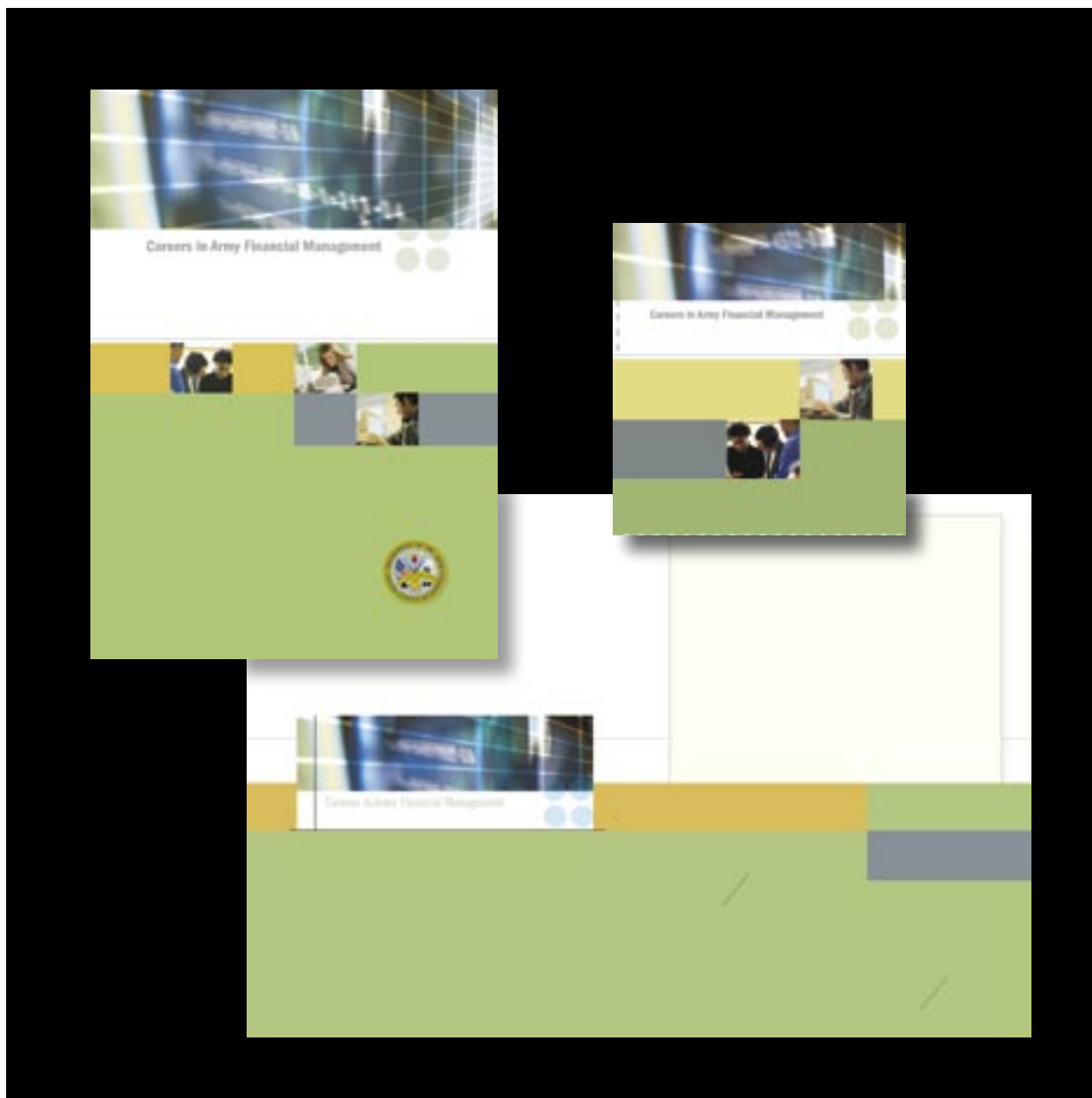
National Park Service

All illustrations and headline text were created in-house for this coloring book. It was developed for educational purposes and contains many games and puzzles.



**Office of the Federal Register
National Archives and Records Administration**

These covers represent a variety of themes
suggested by the client.



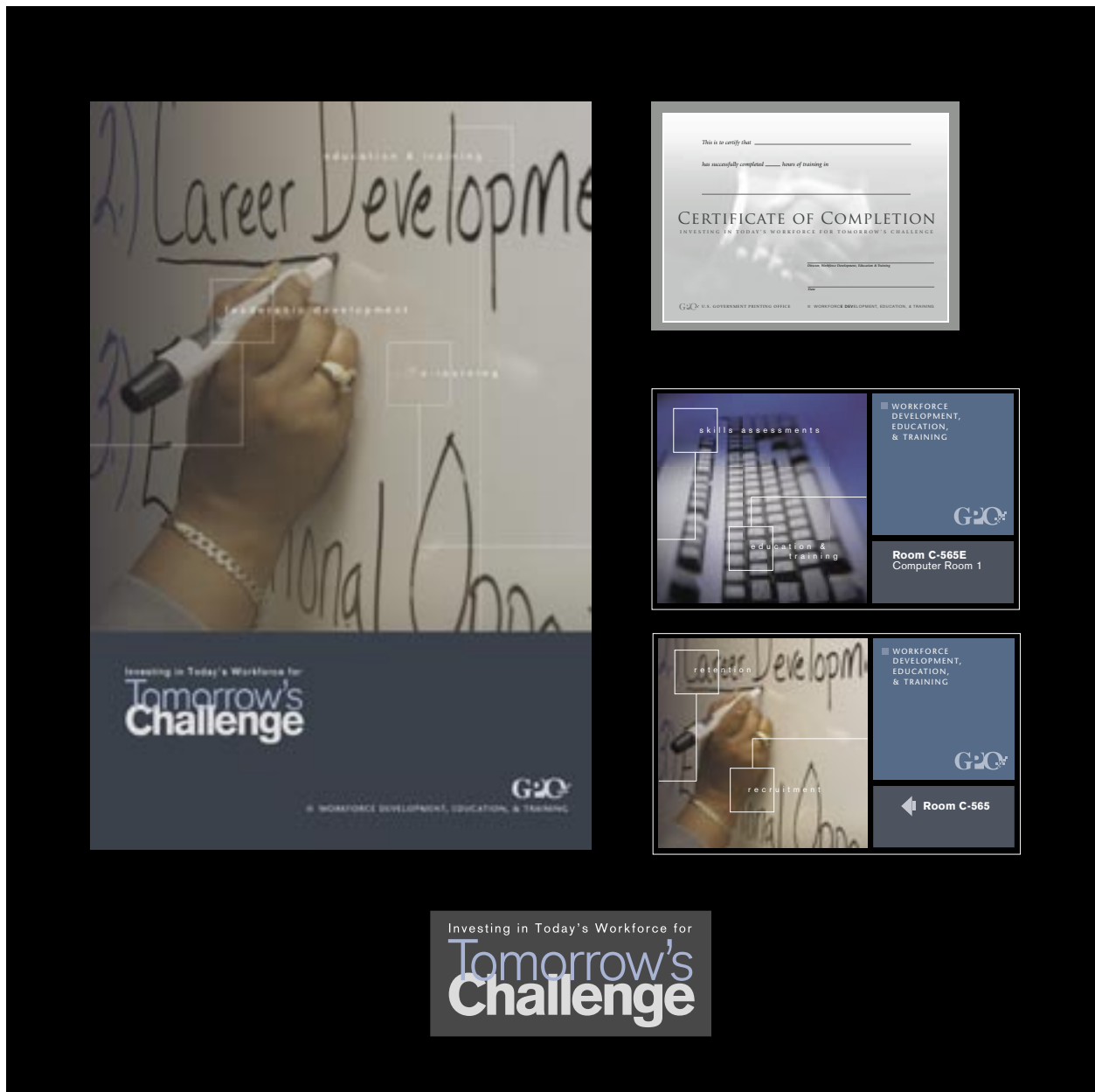
**United States Army
Comptroller Proponency Office**

Using color as the main focus and the images as accents, this folder and CD package promotes career potential within the financial management profession. Graphic blocks of color accent the images and information materials enclosed.




District of Columbia Government State Education Office

Simple shapes, bright colors, and images of real people speak directly to the audience. Graphics are then adapted for posters, Metro signage, and marketing literature.



U.S. Government Printing Office

A typographic logo emphasizes the modern, technology-driven direction of workforce development. Photography enhances the theme for internal posters, certificates, and signage.



Our vision
is to shape the future
of federal
information
management.

GPO U.S. GOVERNMENT PRINTING OFFICE
KEEPING AMERICA INFORMED

GPO

**Printing Management
Career Intern Program**

Help us succeed in our mission of "Keeping America Informed," while training for an exciting career in Printing Management at GPO headquarters in Washington, DC. As a career scholar you will be exposed to a number of areas including: **Agency Publishing Services, Congressional Publishing Services, Photo Copying, Creative Services, Technical Review, Quality Assurance, Electronic Publishing, and Sales & Marketing.** The diversity of products and agency customers in our printing management program creates a fast-paced and constantly changing environment.

As a Career Intern you will be involved in a variety of areas including Agency Publishing Services, Congressional Publishing Services, Photo Copying, Creative Services, Technical Review, Quality Assurance, Electronic Publishing, and Sales & Marketing. The diversity of products and agency customers in our printing management program creates a fast-paced and constantly changing environment.

If you would enjoy using your technical expertise to serve customers, resolve problems, manage and improve customer relationships with the newest technologies, then this job may be the perfect opportunity for you!

U.S. GOVERNMENT PRINTING OFFICE

GPO

**Printing Management
Co-op Program**

Help us succeed in our mission of "Keeping America Informed," while training for an exciting career in Printing Management at GPO headquarters in Washington, DC. As a career scholar you will be exposed to a number of areas including: **Agency Publishing Services, Congressional Publishing Services, Photo Copying, Creative Services, Technical Review, Quality Assurance, Electronic Publishing, and Sales & Marketing.** The diversity of products and agency customers in our printing management program creates a fast-paced and constantly changing environment.

If you would enjoy using your technical expertise to serve customers, resolve problems, manage and improve customer relationships with the newest technologies, a position in our Printing Management co-op program may be the perfect experience for you!

U.S. GOVERNMENT PRINTING OFFICE

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**Outstanding Scholar
Recruitment Bulletin**

The U.S. Government Printing Office is in search of **Outstanding Scholars** who have the desire to learn about and work with the latest computer and networking technologies. Scholars will serve as a liaison between end-user and technical personnel and become familiar with cutting-edge technologies in use in the implementation, installation and enhancement of a large network. Scholars will work with Senior Network Analysts and Technicians to provide technical and operational assistance which improve network performance. **If you enjoy working with computers and a fast-paced environment, this may be the perfect job for you!**

U.S. GOVERNMENT PRINTING OFFICE

U.S. Government Printing Office

Images of diversity and interaction in different work environments create a friendly and professional look for this recruiting package. The same material is used on exhibit panels and informational handouts for the program.



U.S. Department of Commerce

The Good Governance logo reflects the agency's mission of promoting the rule of law in business. The logo uses neoclassical and global imagery to symbolize law and the international nature of business.



**U.S. Department of Commerce
Special American Internship Training Program (SABIT)**

The SABIT logo reflects global connections made through the agency program. Images, color, and shapes from the logo are repeated on the kit folder, brochure, and stationery.



Office of Compliance

A bold, graphic style is used in the design of the department seal. The established colors and wave elements are used in both print and web products. Font and color unify the identity, creating a consistent look.



U.S. Capitol Police

This series of posters shows how the designer was able to create slogans using typography to emphasize strength and patriotism. Complex photo montages illustrate diversity in the workplace and the variety of jobs available.



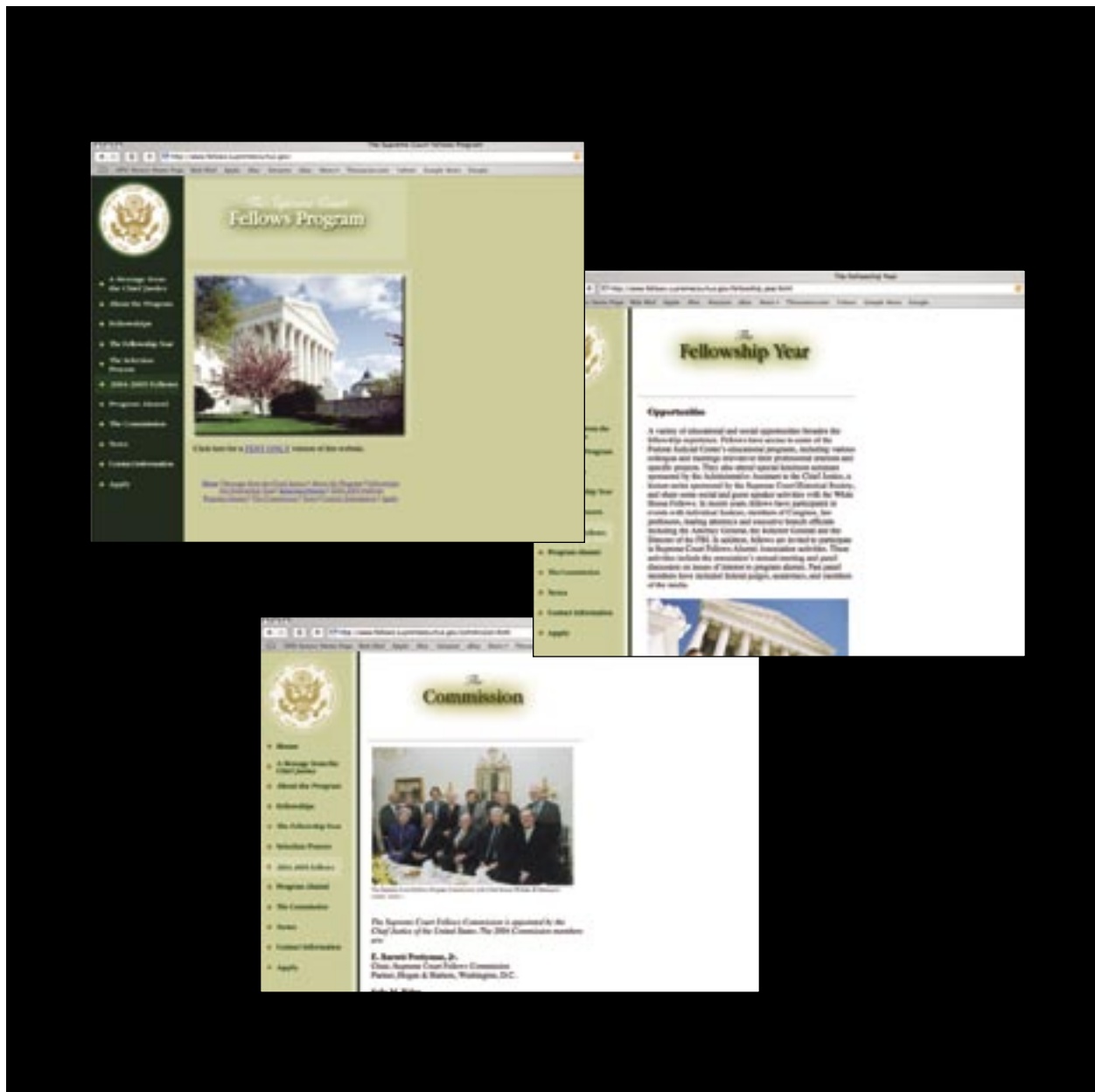
U.S. Government Printing Office

GPO distributed a poster inviting guests to celebrate the 4th of July and watch the fireworks from GPO's rooftop. Guests were given badges and directed through the building by signage containing the poster's images.



**United States Army
Community and Family Support Center**

This multimedia story, complete with games, is a tool to help military families cope with emotional stress during times of deployment. All concepts, script writing, character development, illustration, animation, sound, and CD packaging were produced in-house.



United States Supreme Court Fellows Program

This Web site was designed as a formal and dignified representative of the Supreme Court. The direct and simple structure allows information to be easily updated.



Sample Security Images

Through specialized software and highly skilled designers, illustrations and patterns can become security graphics used to help prevent fraud and forgery.